Play 12

Presenting Your Event

Sports Event Management and Marketing Playbook

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Presenting Your Event: Overview

- People expect to be able to see every moment and nuance of the performances and to share in the emotional excitement of sports events
- Fans want as much information as possible about the progress of the event, while being constantly entertained
- It is up to the event organizer to create an experience worthy of a fan's time and money

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Presenting Your Event: Overview

- Whether or not they are televised, the most entertaining sports events are those that embrace the same production values, logical flow, and minute-to-minute attention to detail as a well-planned broadcast
- Production requires intense attention to detail; utilizing tools like the rundown, production schedule, cast list, and rehearsal schedule help organizers stay on track

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Key Terms

- Pageantry
- Event rundown
- Script
- Cast list
- Blocking
- Staging

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Basic Requirements Of Sports Event Production

- To meet the minimum expectations of the audience, sports events must be presented so that fans are:
  - Able to see the competitors they came to watch
  - Able to visually comprehend the progress of the event or competition
  - Kept informed of official results and critical information
  - Excited and entertained

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Presentation and Ceremonial Elements Of Sports Events

- Pre-event live musical entertainment
- Opening ceremonies
- Introduction or entrance of teams or athletes
- Presentation of colors and national anthems
- Sport-specific ceremony (first pitch, tipoff, faceoff, coin flip)
- Recognition of past champions, hall of famers, and event alumni
- Appearances and participation by celebrities and dignitaries
- Video features
- Programming during breaks in play
- Halftime or intermission entertainment
- Live musical performances
- Postevent presentation of awards and trophies

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Presentation and Ceremonial Elements Of Sports Events

- Pageantry
  - Colorful, large-format entertainment with an emphasis on music and mass movement, sometimes supported by special effects such as lighting, lasers, digital projection, and pyrotechnics
- Amateur Entertainers
  - Local talent can be a cheap way to inject vibrant and rousing pageantry into an event
- Celebrity Entertainers
  - Large events with big budgets can afford world-class talent to provide added excitement to an event

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Essential Elements Of Production Planning

- Event rundown
- Script
- Production schedule
- Rehearsal schedule
- Contact list
- Cast list
- Wardrobe list
- Props list
- Music play list
- Audio equipment list
- Video elements list

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Production Planning

- Event Rundown
  - Sometimes known as the running order or run-of-show, the document that outlines the precise details of how an event will unfold
  - Divided into rows that represent segments, descriptions of a major event activity, and columns that detail what occurs in each segment
  - Easiest to customize and maintain on a spreadsheet program as revisions will be made constantly

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Production Planning

- Scripts
  - Document that contains the exact words to which the hosts or announcers must give voice
  - Best prepared with a heading on the top right side of the page showing the item number from the running order, as well as the segment description
  - Often include contractually obligated sponsor acknowledgments and commercial announcements

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Production Planning

- Production Schedule
  - Outlines all of the preparatory activities at the event facility
- Cast List
  - Roster of the various individuals or groups, organized by their role or function as defined in the running order
- Wardrobe List
  - Required items of apparel and who is expected to provide them

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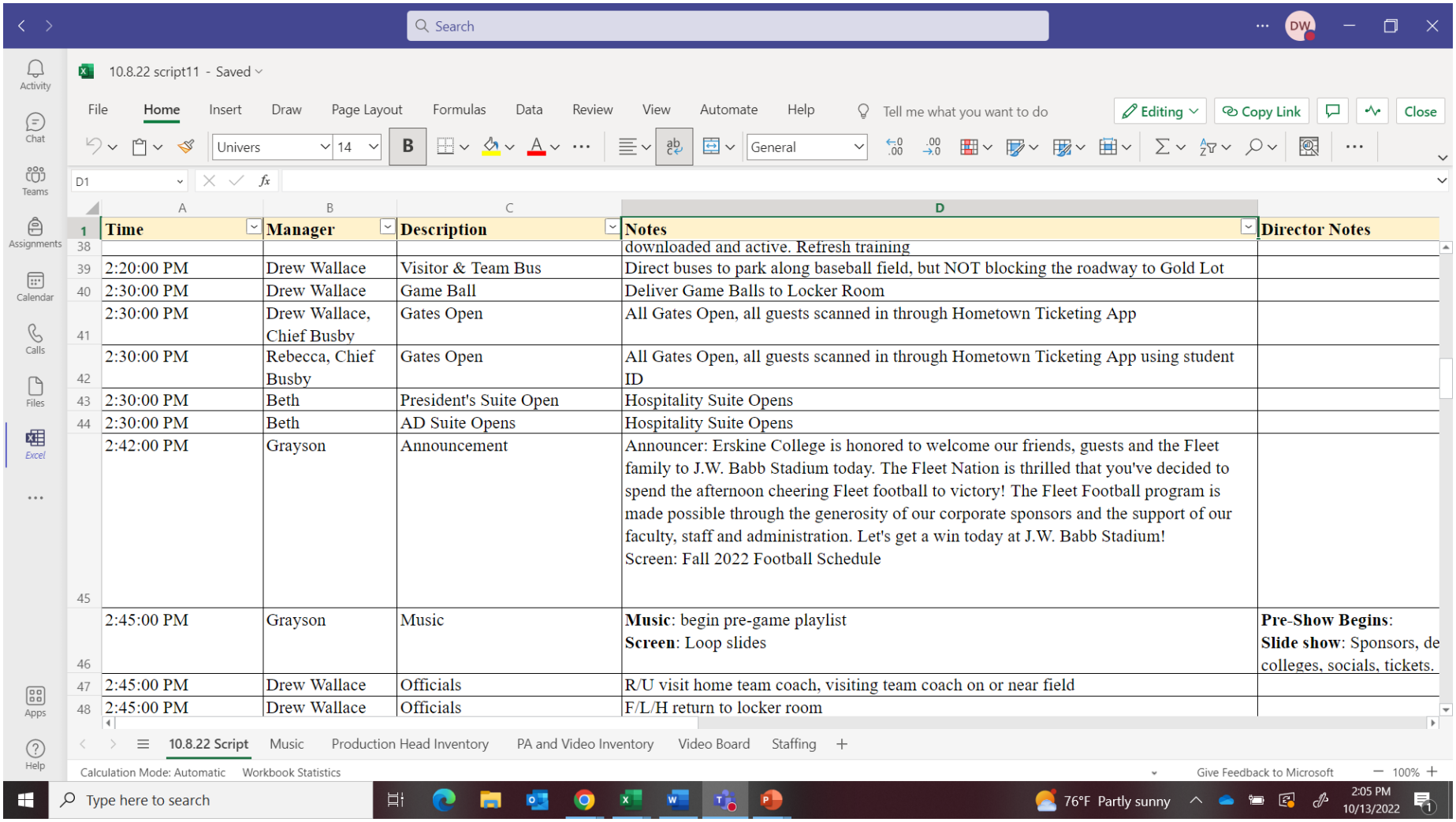
Production Planning



	Time	Manager	Description	Notes	Director Notes
38				downloaded and active. Refresh training	
39	2:20:00 PM	Drew Wallace	Visitor & Team Bus	Direct buses to park along baseball field, but NOT blocking the roadway to Gold Lot	
40	2:30:00 PM	Drew Wallace	Game Ball	Deliver Game Balls to Locker Room	
41	2:30:00 PM	Drew Wallace, Chief Busby	Gates Open	All Gates Open, all guests scanned in through Hometown Ticketing App	
42	2:30:00 PM	Rebecca, Chief Busby	Gates Open	All Gates Open, all guests scanned in through Hometown Ticketing App using student ID	
43	2:30:00 PM	Beth	President's Suite Open	Hospitality Suite Opens	
44	2:30:00 PM	Beth	AD Suite Opens	Hospitality Suite Opens	
45	2:42:00 PM	Grayson	Announcement	Announcer: Erskine College is honored to welcome our friends, guests and the Fleet family to J.W. Babb Stadium today. The Fleet Nation is thrilled that you've decided to spend the afternoon cheering Fleet football to victory! The Fleet Football program is made possible through the generosity of our corporate sponsors and the support of our faculty, staff and administration. Let's get a win today at J.W. Babb Stadium! Screen: Fall 2022 Football Schedule	
46	2:45:00 PM	Grayson	Music	**Music**: begin pre-game playlist **Screen**: Loop slides	**Pre-Show Begins**: **Slide show**: Sponsors, de colleges, socials, tickets.
47	2:45:00 PM	Drew Wallace	Officials	R/U visit home team coach, visiting team coach on or near field	
48	2:45:00 PM	Drew Wallace	Officials	F/L/H return to locker room	

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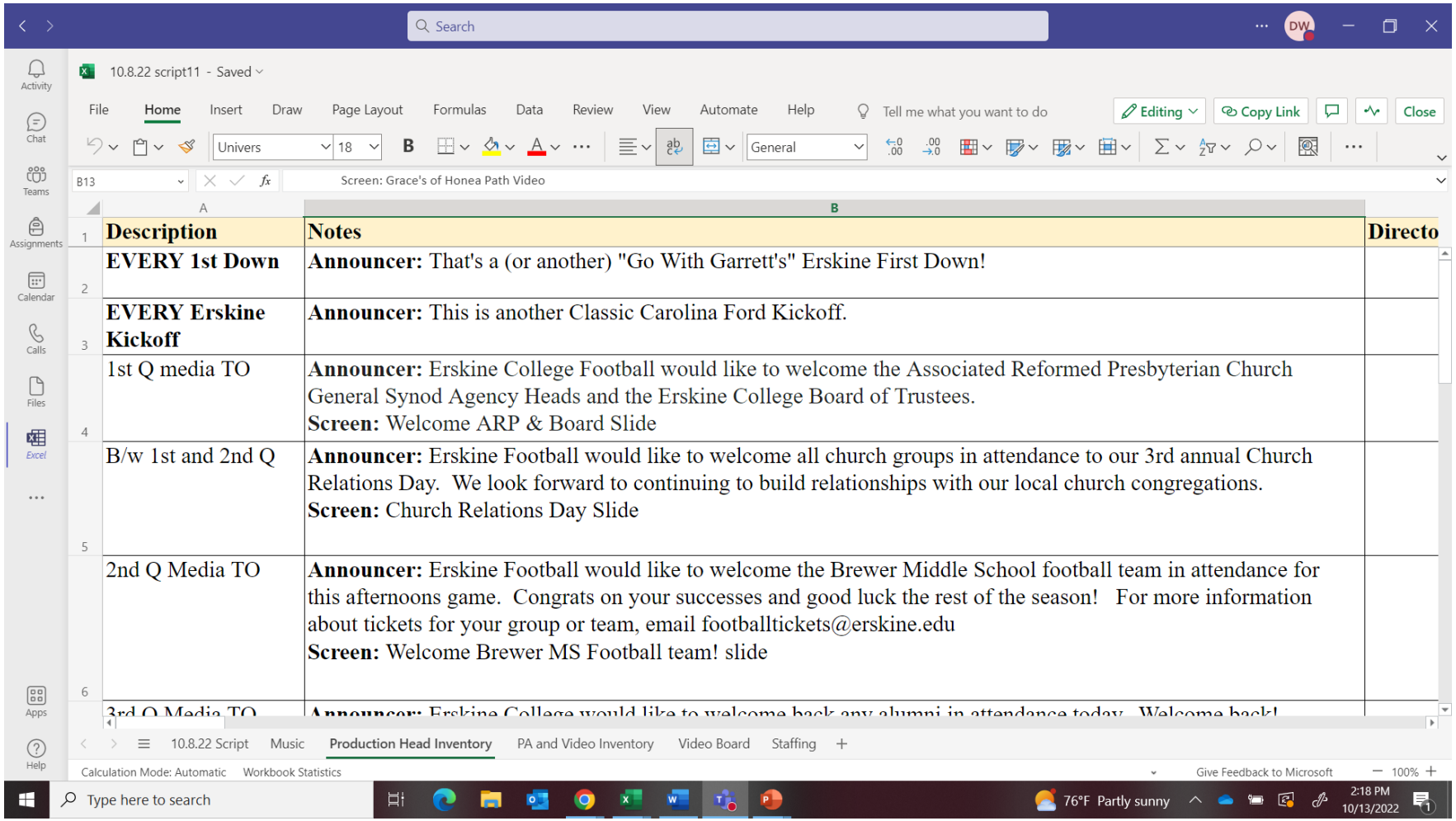
Production Planning



	A	B	
1	**Description**	**Notes**	**Directo**
2	**EVERY 1st Down**	**Announcer:** That's a (or another) "Go With Garrett's" Erskine First Down!	
3	**EVERY Erskine Kickoff**	**Announcer:** This is another Classic Carolina Ford Kickoff.	
4	1st Q media TO	**Announcer:** Erskine College Football would like to welcome the Associated Reformed Presbyterian Church General Synod Agency Heads and the Erskine College Board of Trustees. **Screen:** Welcome ARP & Board Slide	
5	B/w 1st and 2nd Q	**Announcer:** Erskine Football would like to welcome all church groups in attendance to our 3rd annual Church Relations Day. We look forward to continuing to build relationships with our local church congregations. **Screen:** Church Relations Day Slide	
6	2nd Q Media TO	**Announcer:** Erskine Football would like to welcome the Brewer Middle School football team in attendance for this afternoons game. Congrats on your successes and good luck the rest of the season! For more information about tickets for your group or team, email footballtickets@erskine.edu **Screen:** Welcome Brewer MS Football team! slide	
	3rd Q Media TO	**Announcer:** Erskine College would like to welcome back any alumni in attendance today. Welcome back!	

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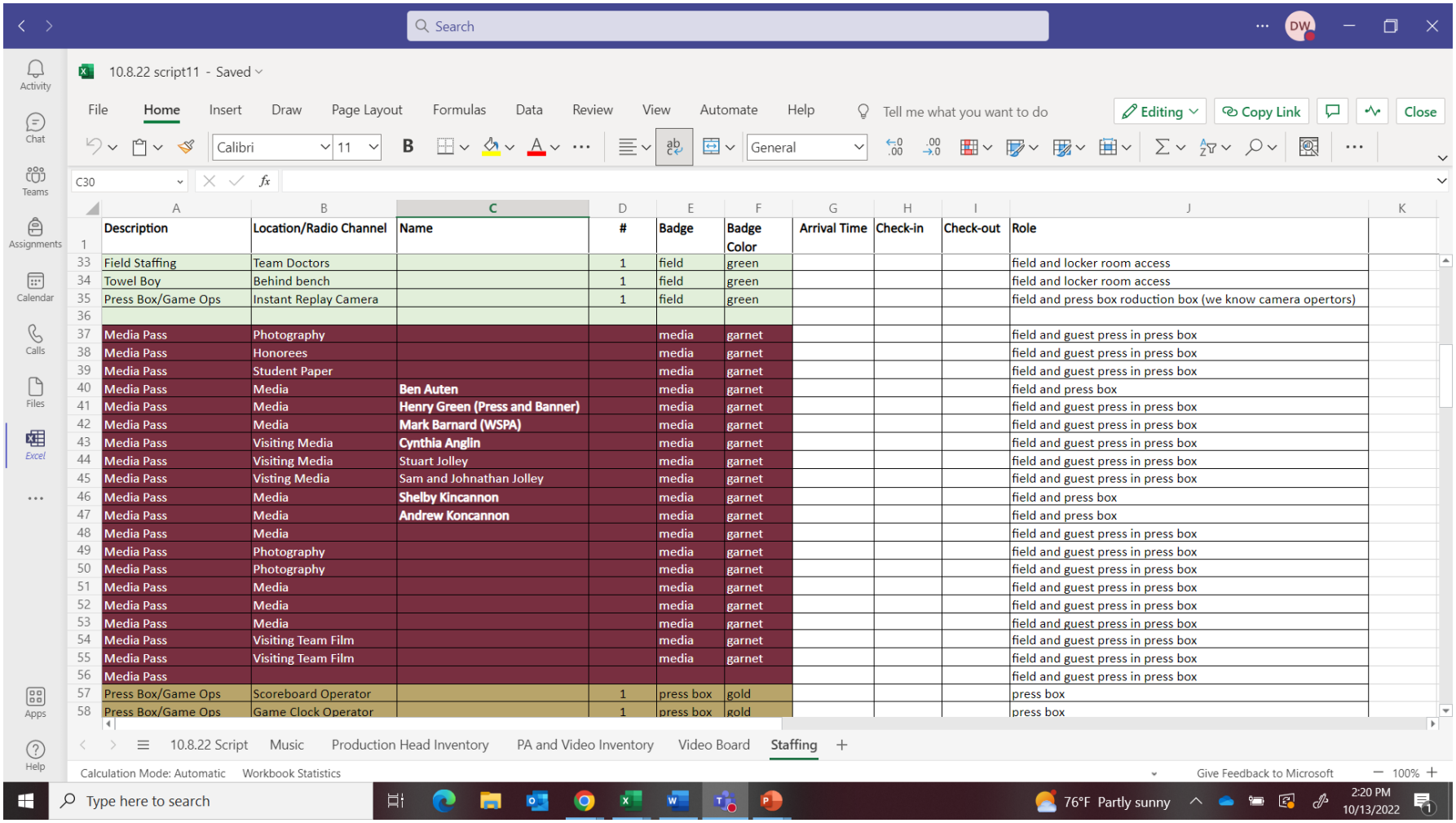
Production Planning


Search
10.8.22 script11 - Saved
File Home Insert Draw Page Layout Formulas Data Review View Automate Help
Tell me what you want to do
Editing
Copy Link
Close
Calibri
11
General
C30
Description | Location/Radio Channel | Name | # | Badge | Badge Color | Arrival Time | Check-in | Check-out | Role
Field Staffing | Team Doctors | | 1 | field | green | field and locker room access
Towel Boy | Behind bench | | 1 | field | green | field and locker room access
Press Box/Game Ops | Instant Replay Camera | | 1 | field | green | field and press box roduction box (we know camera opertors)
Media Pass | Photography | | | media | garnet | field and guest press in press box
Media Pass | Honorees | | | media | garnet | field and guest press in press box
Media Pass | Student Paper | | | media | garnet | field and guest press in press box
Media Pass | Media | Ben Auten | | media | garnet | field and press box
Media Pass | Media | Henry Green (Press and Banner) | | media | garnet | field and guest press in press box
Media Pass | Media | Mark Barnard (WSPA) | | media | garnet | field and guest press in press box
Media Pass | Visiting Media | Cynthia Anglin | | media | garnet | field and guest press in press box
Media Pass | Visiting Media | Stuart Jolley | | media | garnet | field and guest press in press box
Media Pass | Visting Media | Sam and Johnathan Jolley | | media | garnet | field and guest press in press box
Media Pass | Media | Shelby Kincannon | | media | garnet | field and press box
Media Pass | Media | Andrew Koncannon | | media | garnet | field and press box
Media Pass | Media | | | media | garnet | field and guest press in press box
Media Pass | Photography | | | media | garnet | field and guest press in press box
Media Pass | Photography | | | media | garnet | field and guest press in press box
Media Pass | Media | | | media | garnet | field and guest press in press box
Media Pass | Media | | | media | garnet | field and guest press in press box
Media Pass | Media | | | media | garnet | field and guest press in press box
Media Pass | Visiting Team Film | | | media | garnet | field and guest press in press box
Media Pass | Visiting Team Film | | | media | garnet | field and guest press in press box
Media Pass | | | | | | field and guest press in press box
Press Box/Game Ops | Scoreboard Operator | | 1 | press box | gold | press box
Press Box/Game Ops | Game Clock Operator | | 1 | press box | gold | press box
10.8.22 Script
Music
Production Head Inventory
PA and Video Inventory
Video Board
Staffing
Calculation Mode: Automatic
Workbook Statistics
Give Feedback to Microsoft
100%
Type here to search
76°F Partly sunny
2:20 PM
10/13/2022

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Scheduling Rehearsals

- Sectional Rehearsals
  - May be conducted with or without sets, staging, or props; simulate obstacles that will be present
- Blocking
  - The process of determining entrances, movement, and positions during sports event ceremonies, as well as the exiting of all participants, props, and staging in sequential order

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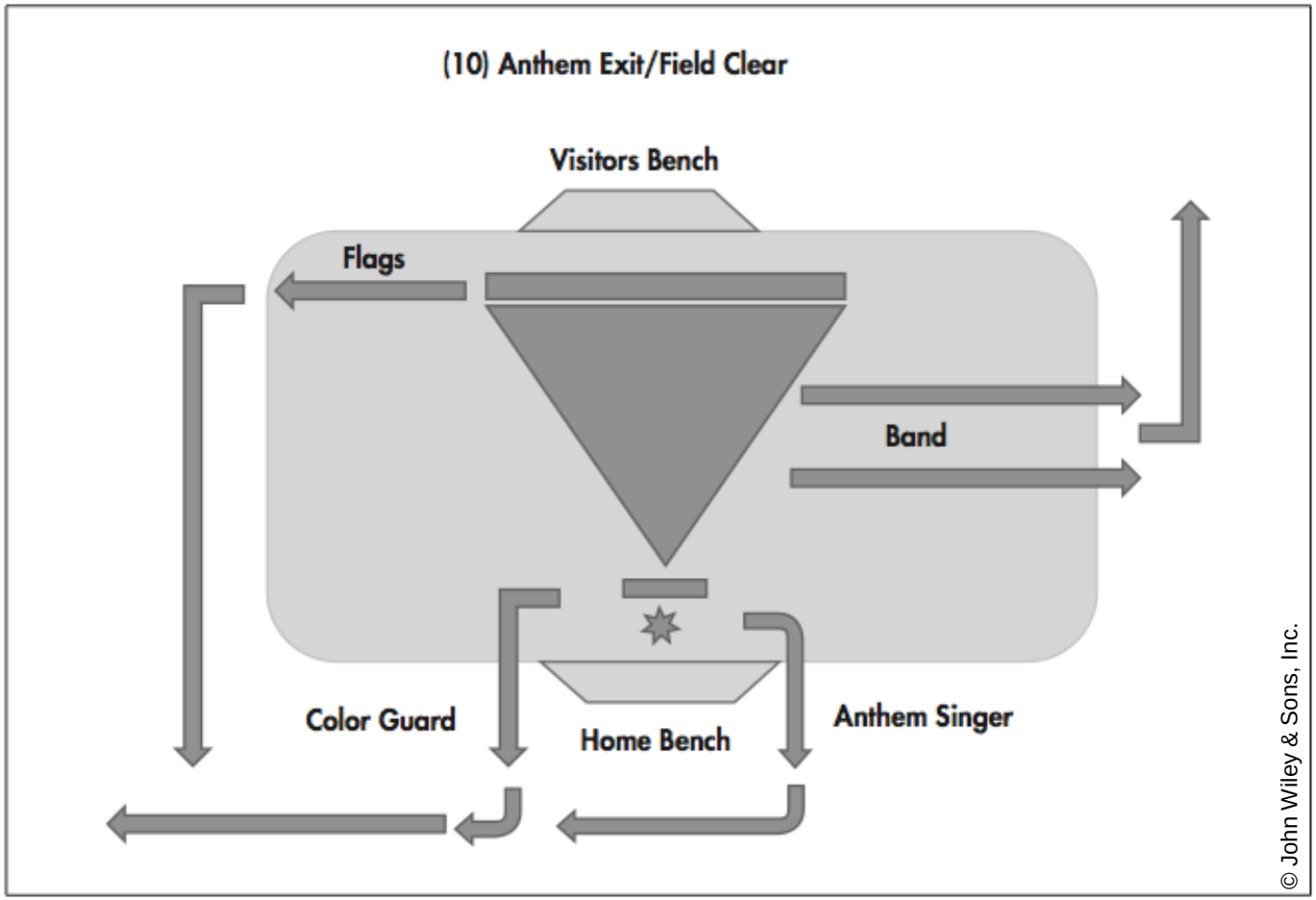
Example of Blocking Diagram



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Blocking

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Scheduling Rehearsals

- Technical Rehearsals
  - Conducted to make sure that all of the equipment functions properly and creates the desired result
  - Adjustments in lighting, sound, video, and other effects before the fully integrated rehearsals
- Dress Rehearsal
  - The final rehearsal
  - Run through of the event from start to finish in real time without stopping

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Technical Tools

- Staging
  - Creates a sense of greater visibility and importance
  - Provides the media with a more clear view for photographers and camera people
- Sound
  - One of the most often-overlooked production elements at sports events.
- Lighting
  - Three types: competitive necessities, television requirements, theatrical/ceremonial needs

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Technical Tools

- Other tools include:
  - Lasers
  - Video and projectors
  - Autocue
  - Confetti and balloons
  - Pyrotechnics

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Summary

- Produce live events as though they were television shows
- Audiences want to be able to support their favorite athletes or teams, comprehend the progress of play, be kept apprised of important information, and be entertained
- Consider all of the presentation tools that can help to excite, entertain, and inform the audience including lighting, sound, video, and special effects such as lasers and pyrotechnics

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Play 14

Managing for the Unexpected

Sports Event Management and Marketing Playbook

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Managing for the Unexpected: Overview

- No matter how much planning goes into an event, every event organizer must be prepared to deal with unexpected issues
- Unexpected issues can arise at any time in the planning or execution of events and take many forms
- Risk assessment helps event organizers understand issues that may arise and ready solutions in case of emergency

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Managing for the Unexpected: Overview

- It is the responsibility of the organizer to ensure that all plans minimize the risk potential through a process of thorough self-examination
- Event organizers should take measures to ensure safety at the event and have prepared remedies should issues occur

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Key Terms

- Risk management
- Risk exposure
- Waivers/releases
- Tie-down meeting

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Risk Assessment and Management

- Good judgment and sensitivity evaluating and managing risks can greatly reduce the potential of their occurrence
- Issues can be separated into three broad categories:
  1. Areas that may affect the health, safety, and security of spectators, staff, and participants
  2. Financial and legal issues that can threaten the ability of the organizer to complete the event
  3. Potentially catastrophic occurrences that can cause the event to be canceled completely

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Risk Management Process

1. Identify areas of risk exposure and the likelihood of their occurrence
2. Project possible outcomes flowing from areas of risk exposure
3. Determine possible remedies
4. Act on feasible remedies to prevent possible outcomes
5. Identify possible reactions to potentially unavoidable crises
6. Formalize crisis management and communications procedures

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Safety and Security

- Safety and well being of all who attend a sports event, from participants to spectators to staff, is paramount
- Review all aspects of the event and project the possible outcomes that can develop from areas of potential risk
  - From minor nuisance to serious health concerns
    - Crowd control
    - Emergency evacuation plan
    - Adequate security personnel
    - Policies on banned materials and substances
    - Condition of the event venue
    - Accessibility to emergency medical personnel

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Other Areas of Risk

- Financial and legal
  - Contracts
  - Lawsuits
  - Labor disputes
  - Bankruptcy
  - Refund policy
- Cancellation scenarios
  - “Acts of God” (hurricane, earthquake, flood, tornado)
  - Power failure
  - War
  - Terrorist attack

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Responding to Risk Exposure

- Analysis helps the organizer create possible responses before the intense pressures of necessity and immediacy prevail
- Review all aspects of the event and project the possible outcomes that can develop from areas of potential risk
- Some issues have obvious solutions
  - Structural damage to the building must be repaired
- Other issues require more ethical and responsible evaluation to resolve
  - A labor dispute resulted in a strike of venue workers

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Responding to Risk Exposure: Insurance

- An insurance policy is issued by a company that agrees to assume the financial risks of unforeseen, unfortunate, and even cataclysmic occurrences on behalf of the organizer, in return for a fee
- Typical types of event insurance include:
  - Liability
  - Cancellation
  - Weather

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Responding to Risk Exposure

- Waivers/releases
  - Documents designed to provide sports event organizers with limited, but specific, protections from legal actions
- Accident response
  - The presence of first aid personnel, such as qualified first aid practitioners, emergency medical technicians (EMTs), and physicians, is essential
  - Keep detailed documentation of all incidents that occur at the event

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Responding to Risk Exposure

- Accreditation
  - Important method of controlling access to areas of the event venue that require a measure of security or safety
    - Define areas of access
    - Identify levels of access
    - Design credential (anti-counterfeit, photo, barcode)
    - Confirm display method (i.e., lanyard, lapel pin, armband)
    - Create and communicate application procedures
    - Validate and distribute
    - Manage and enforce

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Reacting to Emergencies

- Establish a chain of command
  - Identify the decision makers empowered to manage areas of responsibility
  - Define the scope and limits to their authority
  - Have a staff contact list readily available
- Develop a crisis communications plan
  - Assemble a select group of experts with whom the decision makers will consult in case of an emergency (Crisis Assessment Task Force)
  - Outline the step-by-step process by which a potential crisis will be identified, managed and communicated
  - Select a spokesperson to provide media with a consistent source of information and communication

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Communications

- The key to successful crisis management and resolution is clear communication
  - The event staff should be constantly connected via two-way radios/walkie-talkies, Clear-coms, mobile devices, and phones
- Hold a tie-down meeting
  - Production meeting or an all-agency meeting held 2-5 days prior to the event
  - Invite event staff and representatives of each functional area
  - Review the schedule of events, the production schedule, event rundown, athlete and competitive issues, transportation systems, communications, sponsorship fulfillment plans

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Summary

- Perform a thorough risk assessment and identify existing risks to all parties involved in the production of the event
- Project possible remedies to potential crises and take actions that will reduce their occurrence
- Procure insurance to secure liability and financial protection in the event of an emergency
- Have a system available for communication between the event director and major areas of responsibility

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Play 15

Reviewing the Game Tapes

Sports Event Management and Marketing Playbook

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Reviewing the Game Tapes: Overview

- Once the event ends, the work is still far from over for the event organizer
- Post-event publicity enhances an event's long-term prospects
- Recognize the people and partners that helped make the event happen
- Wrap up and review the functional areas of the event to learn for the future

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Key Terms

- Event settlement
- Postmortem

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Post-Event Publicity

- Staging a press conference after the event has concluded can help enhance awareness, recognition, reputation, and revenues in the long term
- Begins the promotion process for the next year's event
- Press conference vs. press release/social media

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Post-Event Duties

- Recognition
  - Show appreciation for the many staff members, volunteers, and vendors who made the event possible
  - Budget for a token gift for key players
- Event Settlement
  - The process of receiving, reviewing, and paying invoices, collecting money yet to be received, and fulfilling all remaining obligations

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Postmortem

- Conduct a series of candid meetings among staff and key stakeholders
  - Key event staff
  - Competition staff and officials
  - Facilities operations
  - Broadcast and media operations
  - Logistics (housing, transportation, government services)
  - Sponsorship and media partnerships
  - Marketing and promotion
  - Ticketing and guest management
  - Event presentation
- Be prepared to learn how to better the event in the future
- Meetings with a focus group can also be effective

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Summary

- Prepare your plans for post-event publicity, postmortem evaluations, staff and participant recognition, and the schedule for financial settlement before the event has taken place

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Assignment 12, 14, 15

- Event: 4 team high school basketball tournament hosted at Erskine College on Saturday, December 3rd
- **Write a brief event rundown schedule including date and time for each of the following:**
  - Locker room assignment/set up
  - Branding/signage installed
  - Audio/video equipment set up
  - Staffing arrival
  - Team arrivals
  - Game start times
  - Break down/clean up
- Write a brief risk management statement for the event.
  - Identify 2 possible risks that could be encountered by the event
  - Include number of security and medical personnel that will be on site
  - Include policies on bags allowed as well as other banned items/substances

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Assignment 12, 14, 15

- Event: 4 team high school basketball tournament hosted at Erskine College on Saturday, December 3rd
- **Write a brief risk management statement for the event.**
  - Identify 2 possible risks that could be encountered by the event (use slides 28 and 29)
  - Describe signage that would need to be posted for spectator entrances, seating areas, crowd control, and emergency situations.
  - Include number of security and medical personnel that will be on site
  - Include policies on bags allowed as well as other banned items/substances
  - Write a cancellation policy that includes postponements and ticket refund policy.

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Assignment 12, 14, 15

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- **Write a brief risk management statement for the event.**
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  - Include number of security and medical personnel that will be on site
  - Include policies on bags allowed as well as other banned items/substances
- **Write a brief post-event press release that talks about the success of the event and start promotion for next years tournament.**
  - Make sure to use formal language and grammar in the release.

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